

Title: **Can Ecolabeling Reform Poorly Managed Fisheries? Evidence from the Pollock Market**

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Abstract: Since MSC certification of the Gulf of Alaska and Bering Sea pollock fisheries in the U.S., anecdotal evidence suggests that products from these fisheries have benefited in the marketplace relative to products from the Russian pollock fishery. In particular, a testable hypothesis is that certified U.S. pollock has achieved a price premium, and/or gained market share relative to non-certified pollock. This paper will present an econometric analysis of European import demand for pollock fillets to determine if U.S. products have systematically benefited from certification.